C 1750-1

FCC tightens the screws on EEO

NATPE!

Rather gets the nod at CBS

Broadcasting Feb 18

The newsweekly of broadcasting and allied arts

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The Week in Brief

TOP OF THE WEEK

EEO TIGHTENING ☐ The FCC will study current network practices in employing women and minorities in the program area, and it imposes higher percentage requirements for stations. **PAGE 43.**

RATHER'S THE ONE ☐ The veteran CBS newsman is picked to succeed Cronkite starting sometime early next year. What Roger Mudd will do remains a question. **PAGE 44.**

PLACID BEFORE THE STORM ☐ The winter Olympics are off to a smooth start for ABC-TV. But NBC-TV's plans for the summer games encounter more rough weather. **PAGE 45.**

ANOTHER NEW SEASON ☐ ABC-TV and NBC-TV announce major changes in their prime-time line-ups for next month, and CBS maps countermoves. It adds up to the creation of still another new prime-time season. **PAGE 46.**

POLITICAL PEEVES ☐ Kennedy, upset about Carter's broadcast news conference last week, demands equal time. The contender also is vexed that WCVB-TV Boston will not sell him time. And both the Carter and Kennedy camps are irked by CBS's early call of a winner in the Maine caucuses. **PAGE 48.**

SPECIAL REPORT

SHOW AND SELL ☐ That's name of the lively game in San Francisco where NATPE started its annual conference last Saturday. Here's a reprise of the agenda plus an update on the exhibitors. **PAGE 54.** NATPE mirrors a trend among local station buyers who want programing more attuned to community and local interests. **PAGE 68.**

AT LARGE

SOUNDING OFF ☐ Some of the biggest names in TV production give vent to their feelings about the condition of television programing today. In this "At Large" report they express particular dissatisfaction with the networks and confess some confusion about what the future holds for them. They are heartened by the promises of the new video technologies and the prospect of more buyers for their products. **PAGE 72.**

MEDIA

UPBEAT OUTLOOK ☐ A Petry-sponsored study peeks ahead five years and sees short-term outlook good for TV, and even better for cable and other new media. **PAGE 98.**

PROGRAMING

ELECTRONIC CHURCH DEFENDED ☐ Participants at a New York seminar say that radio-TV religious groups are drawing a billion dollars a year from audiences, but not necessarily from members of traditional churches. They also cite positive influences of religious broadcasters. **PAGE 118.**

JOURNALISM

NEWS HONORS ☐ CBS takes the lion's share of Emmy awards for news and documentary programing. **PAGE 132.**

TECHNOLOGY

SATELLINK OF AMERICA ☐ That's the name of the new Wold subsidiary that will provide portable and fixed stations to enable broadcasters to make broad use of satellite potential. **PAGE 138.**

LAW & REGULATION

WRAPPING UP KRLA ☐ Pointing out that the new operator of the Pasadena station has been in charge since November, the FCC tosses out the authorization-revocation proceeding against the former and interim operator. **PAGE 147.**

BUSINESS

BRANCHING OUT ☐ All three commercial TV networks have started to put eggs in the home-video basket. Their approaches for a share of the market are different, but all see themselves operating from an ideal base. **PAGE 154.**

PROFILE

FUNDAMENTALS AND FLAIR ☐ Chuck Gingold advises beginners to learn all the ropes at a small station. He did that and added to the show business savvy he already possessed. The dual payoff came last year when he became programing director of WABC-TV New York and ascended to the presidency of NATPE. **PAGE 209.**

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Arbitron tracks rising penetration of cable TV

Fourteen U.S. markets have cable television penetration rates of 60% or more, and 20 others are also above the 50% mark, according to the newly published "Arbitron Television Census," based on measurements in November 1979.

The highest penetration level is in Palm Springs, Calif., where 99% of the TV homes have cable. But the 10 markets with the most cable households are New York, Los Angeles, San Francisco, Philadelphia, Pittsburgh, San Diego, Wilkes Barre-Scranton, Pa., Seattle, Cleveland and Boston. Of these, Wilkes Barre-Scranton is at the 54% penetration level, San Diego is at 38%, Pittsburgh 35%, San Francisco 30%, Seattle 25% and the rest at 20% or less.

In all, Arbitron put cable TV households at 14,261,200 as of last November, with total TV households at 75,793,500, for a cable penetration rate of almost 19%, a gain of almost two percentage points in a year, (BROADCASTING, Feb. 11).

The following market estimates are from the "Arbitron Television Census." Copies are available from Arbitron.

	TV HH	CATV HH	CATV PCT
Abilene-Sweetwater, Tex.	103,700	54,000	52
Albany, Ga.	110,500	37,000	33
Albany-Schenectady-Troy, N.Y.	440,500	155,100	35
Albuquerque, N.M	284,800	47,900	17
Alexandria, La.	66,000	25,100	38
Alexandria, Minn.	82,700	22,200	27
Alpena, Mich.	10,900	6,800	62
Amarillo, Tex.	162,700	70,500	43
Anchorage	67,100	—	—
Anniston, Ala.	37,900	21,400	56
Ardmore-Ada, Okla.	64,200	20,600	32
Atlanta	936,100	101,500	11
Augusta, Ga.	160,600	35,600	22
Austin, Tex.	194,200	75,600	39
Bakersfield, Calif.	101,400	61,400	61
Baltimore	806,500	19,900	2
Bangor, Me.	114,600	18,400	16
Baton Rouge	201,500	47,900	24
Beaumont-Port Arthur, Tex.	153,000	28,900	19
Billings, Mont.	61,600	19,000	31
Biloxi-Gulfport-Pascagoula, Miss.	50,300	32,300	64
Binghamton, N.Y.	147,700	72,400	49
Birmingham, Ala.	436,200	65,900	15
Bluefield-Beckley-Oak Hill, W. Va.	128,800	67,600	52
Boise, Idaho	128,100	8,200	6
Boston	1,807,200	208,200	12
Bowling Green, Ky.	33,200	1,600	5
Bristol-Kingsport-Johnson City, Tenn.-Va.	248,600	68,100	27

Continues on page 103.

	TV HH	CATV HH	PCT
Buffalo, N.Y.	628,600	160,100	25
Burlington, Vt.-Plattsburgh, N.Y.	194,900	66,900	34
Casper-Riverton, Wyo.	52,700	29,600	56
Cedar Rapids-Waterloo, Iowa	256,800	9,800	4
Charleston, S.C.	154,800	20,500	13
Charleston-Huntington, W.Va.	480,500	190,000	40
Charlotte, N.C.	549,700	48,800	9
Charlottesville-Harrisonburg, Va.	95,700	41,400	43
Chattanooga	297,000	45,200	15
Cheyenne, Wyo.	48,400	24,700	51
Chicago	2,849,700	87,800	3
Chico-Redding, Calif.	116,200	49,600	43
Cincinnati	647,200	36,400	6
Clarksburg-Weston, W. Va.	83,000	40,100	48
Cleveland	1,348,900	210,600	16
Colorado Springs-Pueblo, Colo.	182,400	33,200	18
Columbia, S.C.	195,500	24,100	12
Columbus, Ohio	528,100	133,800	25
Columbus-Tupelo, Miss.	134,900	40,400	30
Corpus Christi, Tex.	136,400	21,300	16
Dallas-Ft. Worth	1,175,100	82,200	7
Davenport-Rock Is.-Moline, Ill.	301,700	73,700	24
Dayton, Ohio	454,400	92,500	20
Denver	755,600	55,200	7
Des Moines, Iowa	342,800	48,800	14
Detroit	1,600,100	25,200	2
Dothan, Ala.	92,800	20,400	22
Dubuque, Iowa	28,600	17,100	60
Duluth, Minn.-Superior, Wis.	168,700	35,900	21
El Centro, Calif.-Yuma, Ariz.	51,300	32,400	63
El Paso	176,700	58,000	33
Elmira, N.Y.	81,900	52,600	64
Erie, Pa.	131,100	38,000	29
Eugene, Ore.	140,000	69,500	50
Eureka, Calif.	50,100	19,800	40
Evansville, Ind.	218,100	38,300	18
Fargo, N.D.	200,500	44,300	22
Farmington, N.M.	22,900	10,500	46
Flagstaff, Ariz.	19,700	10,900	55
Flint-Saginaw-Bay City, Mich.	408,100	79,800	20
Florence, S.C.	85,300	32,600	38
Ft. Myers-Naples, Fla.	137,600	71,200	52
Ft. Smith, Ark.	109,300	49,600	45
Ft. Wayne, Ind.	199,700	25,700	13
Fresno, Calif.	321,100	31,200	10
Gainesville, Fla.	54,600	31,300	57
Grand Junction, Colo.	44,100	17,800	40
Grand Rapids-Kalamzo-Batl. Creek, Mich.	518,100	131,700	25
Great Falls, Mont.	63,900	23,600	37

Continues on page 110.

	TV HH	CATV HH	CATV PCT
Green Bay, Wis.	329,800	36,900	11
Grnsboro-Winston Salem-High Pnt., N.C.	402,400	66,200	16
Greenville-New Bern-Washington, N.C.	171,900	14,300	8
Grnvl-Sptnbrg, S.C.-Ashvle, N.C.	523,900	67,900	13
Greenwood-Greenville, Miss.	41,600	15,700	38
Harrisbrg-York-Lancster-Lebnon, Pa.	453,500	185,600	41
Hartford-New Haven, Conn.	758,600	207,200	27
Helena, Mont.	14,400	6,900	48
Houston	1,104,300	71,100	6
Huntsville-Decatur-Florence, Ala.	197,700	70,500	36
Idaho Falls-Pocatello, Idaho	90,100	27,800	31
Indianapolis	744,600	126,000	17
Jackson, Miss.	256,100	53,500	21
Jackson, Tenn.	51,000	17,700	35
Jacksonville, Fla.	330,800	36,200	11
Johnstown-Altoona, Pa.	259,400	149,600	58
Jonesboro, Ark.	64,500	20,000	31
Joplin-Pittsburg, Kan.	159,300	41,700	26
Kansas City	652,800	99,500	15
Knoxville, Tenn.	367,900	71,900	20
La Crosse-Eau Claire, Wis.	149,000	55,000	37
Lafayette, Ind.	39,700	20,600	52
Lafayette, La.	156,000	31,900	20
Lake Charles, La.	64,700	22,700	35
Lansing, Mich.	205,300	55,000	27
Laredo, Tex.	26,600	15,200	57
Las Vegas	141,100	500	—
Laurel-Hattiesburg, Miss.	75,400	18,200	24
Lexington, Ky.	216,400	46,200	21
Lima, Ohio	35,200	23,400	66
Lincoln-Hastings-Kearney, Neb.	229,200	59,500	26
Little Rock, Ark.	388,700	54,500	14
Los Angeles	4,050,700	617,500	15
Louisville, Ky.	473,400	41,200	9
Lubbock, Tex.	144,700	41,000	28
Macon, Ga.	122,000	47,900	39
Madison, Wis.	176,200	31,600	18
Mankato, Minn.	36,200	15,400	43
Marquette, Mich.	52,800	28,800	55
McAllen-Brownsville, Tex.	128,200	34,000	27
Medford, Ore.	102,400	41,900	41
Memphis	537,200	55,000	10
Meridian, Miss.	66,600	17,300	26
Miami	943,500	60,500	6
Miles City-Glendive, Mont.	9,700	6,100	63
Milwaukee	655,600	21,800	3
Minneapolis-St. Paul	994,300	51,200	5
Minot-Bismarck-Dickinson, N.D.	123,000	33,900	28
Missoula-Butte, Mont.	99,500	39,300	39
Mobile, Ala.-Pensacola, Fla.	350,300	74,700	21
Monroe, La.-El Dorado, Ark.	159,900	32,800	21
Montgomery, Ala.	149,500	43,700	29
Nashville	579,100	53,600	9
New Orleans	529,600	39,400	7
New York	6,398,000	930,800	15
Norflk-Porstmth,Nprt News-Hamp., Va.	447,100	45,000	10
North Platte, Neb.	16,200	4,100	25
Odessa-Midland, Tex.	112,300	59,400	53

Continues on page 114.

	TV HH	CATV HH	CATV PCT
Oklahoma City	495,100	81,200	16
Omaha	330,900	18,800	6
Orlando-Daytona Beach, Fla.	482,300	138,200	29
Ottumwa, Iowa- Kirksville, Mo.	28,100	9,900	35
Paducah, Ky.-Cape Girardeau, Mo-Harrisorg, Ill.	283,900	69,600	25
Palm Springs, Calif.	49,000	49,000	99
Panama City, Fla.	55,800	13,800	25
Parkersburg, W. Va.	31,800	22,600	71
Peoria, Ill.	221,100	63,200	29
Philadelphia	2,399,300	480,700	20
Phoenix	575,200	31,200	5
Pittsburgh	1,137,100	400,200	35
Portland, Ore.	682,900	113,000	17
Portland-Poland Spring, Me.	285,800	93,200	33
Presque Isle, Me.	29,000	11,900	41
Providence, R.I.	512,700	17,600	3
Quincy, Ill.-Hannibal, Mo.	114,300	28,800	25
Raleigh-Durham, N.C.	480,500	95,400	20
Rapid City, S.D.	82,100	28,300	34
Reno	122,200	53,500	44
Richmond, Va.	333,300	11,800	4
Roanoke-Lynchburg, Va.	343,400	82,900	24
Rochester, N.Y.	328,800	41,300	13
Rochester, Minn.-Mason City, Iowa-Austin, Minn.	132,200	30,600	23
Rockford, Ill.	172,500	66,300	38
Roswell, N.M.	50,100	28,500	57
Sacramento-Stockton, Calif.	701,400	130,900	19
St. Joseph, Mo.	48,200	23,100	48
St. Louis	980,200	30,300	3
Salinas-Monterey, Calif.	157,000	87,300	56
Salisbury, Md.	83,900	46,600	56
Salt Lake City	443,200	46,500	10
San Angelo, Tex.	30,500	17,100	56
San Antonio, Tex.	419,300	40,500	10
San Diego	675,100	255,500	38
San Francisco	1,883,600	559,500	30
Snta Brbra-Snta Mria-Sn Lus Obs., Calif.	155,400	101,500	65
Savannah, Ga.	150,500	38,100	25
Seattle-Tacoma, Wash.	914,800	230,800	25
Selma, Ala.	17,700	6,200	35
Shreveport, La.-Texarkana, Tex.	378,000	97,300	26
Sioux City, Iowa	149,600	12,300	8
Sioux Falls-Mitchell, S.D.	199,400	40,400	20
South Bend-Elkhart, Ind.	253,500	41,600	16
Spokane, Wash.	292,400	72,500	25
Springfield, Mass.	221,300	52,300	24
Springfield, Mo.	248,700	27,200	11
Springfield-Decatur-Champaign, Ill.	294,000	96,300	33
Syracuse, N.Y.	340,100	98,000	29
Tallahassee, Fla.	128,700	42,500	33
Tampa-St. Petersburg, Fla.	899,000	147,500	16
Terre Haute, Ind.	162,200	42,400	26
Toledo, Ohio	387,200	97,700	25
Topeka, Kan.	135,500	42,100	31
Traverse City-Cadillac, Mich.	133,800	34,600	26
Tucson, Ariz.	208,600	28,600	14
Tulsa, Okla.	382,800	71,100	19
Tuscaloosa, Ala.	39,100	15,800	40
Twin Falls, Idaho	29,800	11,900	40
Tyler, Tex.	77,800	38,300	49
Utica, N.Y.	101,600	53,400	53
Victoria, Tex.	19,600	15,000	77
Waco-Temple, Tex.	184,800	113,600	61
Washington	1,397,600	120,100	9
Watertown-Carthage, N.Y.	77,000	32,300	42
Wausau-Rhinelander, Wis.	138,700	24,300	18
West Palm Beach, Fla.	266,300	110,400	41
Wheeling, W. Va.-Steubenville, Ohio	136,900	74,100	54
Wichita-Hutchinson, Kan.	392,700	94,700	24
Wichita Falls, Tex.-Lawton, Okla.	160,000	56,200	35
Wilkes Barre-Scranton, Pa.	435,300	234,700	54
Wilmington, N.C.	153,100	42,700	28
Yakima, Wash.	135,800	50,400	37
Youngstown, Ohio	255,300	46,700	18
Zanesville, Ohio	28,300	17,400	61
U.S. Totals	75,793,500	14,261,200	19

Tracking C-P-M's and U.S. inflation

Bates analysis of past decade finds most media costs rising with consumer prices, but TV and newspapers rise more

Across the decade of the 1970's, costs-per-thousand for daytime and evening network television and for newspapers rose more than the Consumer Price Index did, while those of most other media failed to keep up with the CPI inflation rate. For 1980, the outlook is for most C-P-M increases to parallel an expected 11% rise in CPI, with network TV exceeding it by a percentage point but with spot and network radio well below it.

These findings and conclusions are drawn from Ted Bates & Co.'s annual analysis of media trends, which encompasses trends in unit costs, audience levels and national expenditures as well as in media efficiency (C-P-M). The analysis was prepared by the media information and analysis division of Bates's media-program department.

The study focuses primarily on "The inflatable '70's," which it calls "The decade where inflation was no longer looked upon as a temporary condition but became part and parcel of the 'American Way of Life.' "

During the decade, the report notes, "the CPI, a universally accepted standard used to describe the rate of inflation, grew at the astounding rate of 87%, the largest increase for any decade this century." Even so, "only three of the nine reported media elements had [C-P-M] increases which significantly exceeded the inflation rate."

These were daytime and evening network TV, shown as having risen 100% and 105%, respectively, and newspapers, up 107%. Outdoor's C-P-M climbed a percentage point more than inflation, but C-P-M's of the others were considerably below: Spot TV's rose 33% during the decade; spot radio's climbed 55% and network radio's 23%; magazines' were up 47% and newspaper supplements' 63%.

Most of the increases, the report notes, occurred in the second half of the decade. Between 1970 and 1975, only newspapers' C-P-M rose more than the inflation rate of

The year-by-year cost trending

Cost-per-thousand trends	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor	CPI
1970	100	100	100	100	100	100	100	100	100	100
1971	87	93	98	101	104	101	102	99	104	104
1972	84	99	92	100	107	103	108	89	111	108
1973	95	111	91	99	112	107	108	89	114	114
1974	105	120	93	103	130	116	109	89	123	127
1975	110	122	93	111	147	121	115	90	131	139
1976	137	133	116	113	161	125	129	99	140	147
1977	177	167	122	123	175	148	140	108	153	156
1978	191	182	122	135	190	150	148	116	169	168
1979	200	205	133	147	207	163	155	123	188	187
1980 (est)	224	230	148	164	230	181	163	130	208	207

Unit cost trends	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network Radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	94	96	102	100	104	99	106	111	108
1972	98	109	95	97	107	102	112	117	119
1973	113	124	95	97	114	109	119	119	123
1974	121	137	100	102	130	121	124	117	134
1975	140	147	102	107	144	131	132	123	144
1976	163	160	130	110	159	135	151	129	156
1977	204	203	137	119	173	156	166	148	172
1978	227	228	140	130	190	168	179	159	191
1979	247	256	160	142	208	183	193	171	212
1980 (est)	284	291	182	158	231	203	206	185	238

Audience trends	Daytime network TV	Evening Network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network Radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	107	103	104	99	100	98	104	112	104
1972	116	110	103	97	101	99	104	132	107
1973	119	111	105	98	102	102	111	134	108
1974	115	112	108	99	100	104	113	132	108
1975	127	120	110	97	98	108	114	136	110
1976	119	120	112	97	98	108	117	130	111
1977	116	121	112	96	99	106	119	136	112
1978	119	125	115	96	100	112	121	138	113
1979	123	125	121	96	101	112	124	139	113
1980 (est)	127	126	123	96	101	112	126	142	115

Expenditure trends	Network TV	Spot TV	Magazines	Newspapers/ supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100
1971	96	93	106	111	106	112	112
1972	109	107	111	124	108	132	125
1973	119	112	112	125	108	121	130
1974	129	121	116	134	109	123	132
1975	139	132	113	137	118	148	143
1976	172	175	138	169	140	188	164
1977	209	179	167	188	147	245	188
1978	240	209	201	201	167	262	199
1979	274	234	227	234	183	304	227

Tables report trends in index form, with 1970, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page black and white for supplements and 100 showing for outdoor. Audience levels and CPM's are based on women 18+ for day network; total persons 2+ for evening network; TV households for spot TV; persons 12+ for radio; circulation for magazines, newspapers and supplements; and total population for outdoor. Sources for audience information are: network and spot TV—A. C. Nielsen; network radio—RADAR; spot radio—Arbitron; magazines—Magazine Publishers Association; newspapers—Newspaper Advertising Bureau; supplements—Standard Rate and Data; outdoor—Outdoor Bureau and estimates. Figures for 1980 are Ted Bates estimates.

39%. While newspapers were up 47% for the period, daytime network TV was up 10% and evening network TV 22%; spot TV's C-P-M declined by seven percentage points and network radio's by 10; magazines' rose 11%, supplements 21% and outdoor 31%.

From 1975 through 1979, however, most media's C-P-M's rose faster than the 35% increase in CPI reported for that period. Thus according to the Bates study, daytime network TV rose 82% in C-P-M, evening network TV 67%, spot TV 43%, newspapers 41% and outdoor 42%. Spot radio's increase matched that of the CPI, network radio's was two points above at 37% and magazines' and supplements' were slightly below at 33% and 34% respectively.

The most consistent increases, the study finds, were those of newspaper C-P-M's—up about 5% more than the inflation rate in both halves of the decade. As for the other media, the report continues, "One can only guess at what really caused this turnaround in the relationship of media C-P-M increases and the inflation rate, but it seems to have initiated in the 1976 season with network television and shortly thereafter substantial annual C-P-M increases manifested themselves in many of the other media elements."

The study also examines media efficiency in terms of changes in delivery of impressions or circulation per dollar. Thus, the report says, "In 1979, network television, newspapers and outdoor delivered about half as many impressions/circulation per dollar as they did in 1970. On the other hand, spot TV, magazines, supplements and radio have experienced smaller losses, ranging about 20% to 40%.

"Looking to the future," the report continues, "it's possible that with the increasing demand for network TV commercial time (coupled with its limited supply), advertisers will increase their interest in alternative media, specifically magazines and radio. This in turn *might* cause their respective C-P-M's to rise in the '80's at rates considerably in excess of those posted in the '70's. However, further complicating this picture are the potential effects of the 'emerging electronic technologies' (cable TV, superstations, etc.) and their cost implications for the industry."

Looking back at 1979 and comparing it with 1978, the study found "mixed" C-P-M trends among media:

"While increases generally paralleled CPI growth in 1978 (with the decided exception of spot TV and supplements), in 1979 only evening network TV and outdoor (both up 12%) exceeded the CPI rate of increase of 11%. However, this seems to be due more to an increase in the inflation rate (from 7.5% to 11%) than to any moderation in media C-P-M increases.

"Magazines, newspapers (both up 9%) and spot and network radio (up 5% and 6% respectively) all posted increases in 1979 similar to 1978. The television medium by itself, increasingly enough, presents a mixed picture. Spot TV, with *no* increase in 1978, was up 9% in 1979. Day

and evening network TV, after posting increases of 8-9% in 1978, were up 5% and 12% respectively. Obviously, the two network daypart elements were subjected to different supply/demand pressures in large measure accounting for the differences in the C-P-M increases."

As for 1980, the report concludes, there is first the problem of inflation, and predicting what that will be "is almost like defining how high 'up' is." But if it is a repeat of 1979's 11% ("as the government is forecasting"), Bates says that "we expect spot TV, all the print media and outdoor cost efficiencies to somewhat parallel this rate of increase.

"Both network TV elements, due to 'special' demand pressures placed by the Olympics (assuming it takes place) and the presidential elections, should slightly outpace the CPI. Spot radio and network radio on the other hand, are expected to increase at roughly half the projected inflation rate." Specifically, the Bates projection anticipates C-P-M increases of 12% each for daytime and evening network television, 5% for spot radio and 6% for network radio.

The analysis makes no projections of 1980 national expenditures by media but estimates that between 1970 and 1979, spending in network TV rose 174%, in spot TV 134%, in spot radio 83%, in network radio 204%, in magazines 127%, in newspapers/supplements 134% and in outdoor 127%.

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period Ended	Current and change: Revenues	% Change	Net Income	% Change	Per Share	Year earlier: Revenues	Net Income	Per Share
Capital Cities	year 12/31/79	$414,890,000	+ 12.9	$63,758,000	+ 18.0	4.68	$367,476,000	$54,033,000	3.80
Charter Co.	year 12/31/79	4,296,000,000	+110.0	365,338,000	+1468.8	14.83	2,046,000,000	23,288,000	1.17
Gannett Co.	year 12/30/79	1,065,244,000	+ 8.7	134,081,000	+ 19.2	3.75	979,464,000	112,413,000	3.19
General Tire & Rubber	year 11/30/79	2,321,147,000	+ 4.1	81,726,000	- 29.2	3.44	2,230,040,000	115,519,000	4.87
Jefferson-Pilot	year 12/31/79	752,716,000	+ 9.8	100,022,000	+ 12.7	4.47	685,187,000	88,752,000	3.85
Knight-Ridder	year 12/31/79	979,919,000	+ 11.5	88,360,000	+ 11.5	2.69	878,875,000	76,756,000	2.34
Liberty Corp.	year 12/31/79	272,275,000	+ 6.7	33,533,000	+ 8.4	2.56	255,216,000	30,940,000	2.30
Media General	year 12/31/79	280,643,000	+ 15.1	25,440,000	+ 43.7	3.42	243,699,000	17,972,000	2.40
MCI Communications	9 mo. 12/31/79	100,905,000	+ 48.6	8,138,000	+ 89.7	.10*	67,896,000	4,289,000	.15
MGM	3 mo. 10/30/79	129,324,000	- 9.8	15,320,000	- 41.1	.47	143,395,000	26,016,000	.80
Ogilvy & Mather	year 12/31/79	223,077,000	+ 22.8	13,473,000	+ 6.9	3.30	181,674,000	12,599,000	3.18
Schering-Plough	year 12/31/79	1,480,383,000	+ 32.5	222,267,000	+ 14.9	4.12	1,116,972,000	193,629,000	3.62
Storer Broadcasting	year 12/31/79	170,357,000	+ 17.3	30,263,000	+ 57.8	2.93	145,206,000	19,171,000	1.95
Time Inc.	year 12/31/79	2,504,060,000	+ 47.5	143,922,000	+ 14.5	5.15	1,697,585,000	125,742,000	5.61
Washington Post Co.	year 12/31/79	593,262,000	+ 14.0	**29,468,000	- 40.7	1.89	520,398,000	49,720,000	3.06

*Drop in earnings per share reflect impact of preferred stock dividend requirement.
**Change in accounting procedure for selling subscriptions in magazine division required write-off of $13.5 million and decreased 1979 profits by $4.5 million.

Summary of broadcasting

FCC tabulations as of Dec. 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,528	3	28	4,559	93	4,652
Commercial FM	3,108	2	47	3,155	176	3,331
Educational FM	1,011	0	27	1,038	87	1,125
Total Radio	8,645	5	102	8,752	356	9,108
Commercial TV						
VHF	514	1	2	517	8	525
UHF	221	0	8	229	60	289
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	988	4	21	1,013	77	1,090
FM Translators	279	0	0	0	152	431
TV Translators						
UHF	1,223	0	0	1,223	388	1,611
VHF	2,467	0	0	2,467	213	2,680

*Special temporary authorization

**Includes off-air licenses